

An Empirical Study of the Relationship among Medical Service Quality, Patients Satisfaction and Patients Loyalty-The Cas

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ABSTRACT

As a result of the medical industry competition superheating, treats an illness is not an one-way passive service accepted from the medical industry. Gradually, the consumers seek for appropriate and credible medical service in positive and active ways. Therefore, industry must fully understand the patient actual demand to obtain the best satisfaction from patients. Recently, some related medical dispute is heard, this research approach adopts the investigation method of questionnaire to analysis the patient satisfaction on each services of hospitals provided. The findings are an important reference for hospitals in hospital improvement and strengthened competition. The findings after correlated analysis discovered these aspects between medical service quality, patient satisfaction and patient loyalty reveal remarkable correlation. The result of the analysis by utilizing the method of Linear Structural Relations (LISREL) proves the remarkable intermediary effect between medical service quality and patient loyalty.

Keywords : service quality ; satisfaction ; loyalty

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